

2020 CENSUS INTEGRATED COMMUNICATIONS PROGRAM

Request for Information for the U.S. Census Bureau
October 1, 2014

PURPOSE: This Request for Information (RFI) is issued solely for market research purposes to support planning for the 2020 Census Integrated Communications Program.

The following questions and requested information are intended to assist the U.S. Census Bureau in learning more about the communications industry, best practices currently available within the industry regarding projects of this magnitude, and the capabilities of companies in the industry. Although answers to these questions are optional, the U.S. Census Bureau appreciates and encourages companies to submit responses based on their knowledge and experience in the field of communications. Based on the information provided, and as part of its ongoing market research, the U.S. Census Bureau may contact individual respondents for additional information or clarification if needed. All information provided will be kept confidential and will be utilized for market research purposes directly related to the 2020 Census Integrated Communications Program.

BACKGROUND: Every ten years, the U.S. Census Bureau has the duty to conduct a complete enumeration of the resident population of the United States and its territories in an efficient and cost-effective manner. The decennial census is an extraordinary undertaking that requires the participation of every household in the country, reaching people from the most remote Alaskan villages to the most crowded inner cities. The results are used to provide an accurate count of the population to guide policy decisions, reapportion the U.S. House of Representatives, realign state legislative districts, and allocate billions of dollars in Federal funding.

The U.S. Census Bureau has begun research, testing, and planning for the 2020 Census. It will be the most technically advanced census ever conducted. As a result, the agency is researching modern and new methods to count the population in the next census. Whether through the Internet, telephone, or traditional paper questionnaires, the U.S. Census Bureau is committed to making the once-a-decade headcount quick, easy, and safe for all to participate. The U.S. Census Bureau hopes to provide substantial taxpayer savings while maintaining the highest quality and accuracy standards.

The mission to count every person once in their primary place of residence under unmovable deadlines makes the decennial census one of the Federal government's most complex and largest mobilizations. To support the national headcount in 2020, the U.S. Census Bureau is planning an integrated communications program to increase awareness and participation in this constitutional and mandated activity. Effective and strategic communications with many diverse audiences will be crucial to the success of the 2020 Census, including everything from educating the public about the process to maximizing response rates.

The communications industry has changed dramatically since the conduct of the 2010 Census, principally due to changes and advances in technology, communications mechanisms, and consumer expectations. The Internet, wireless technologies, and mobile personal devices have

opened up new communications channels and media that have empowered consumers with increased connectivity between them and marketers. The U.S. Census Bureau fully intends to harness these emerging technologies and channels as an integral part of its communications program for the 2020 Census.

In 2020, the U.S. Census Bureau is committed to using new technology to increase census awareness and promote self-response through the Internet and other means. The agency is planning to conduct field tests over the next few years to determine strategies for increasing self-response as well as testing ways to best communicate with the public. The U.S. Census Bureau is eager to identify new advertising and marketing channels to reach respondents using these new technologies in a cost-effective manner. The ultimate goal is to make use of technology and new media as a means of building awareness and encouraging self-response through new methods that will be available to participate in the census.

HOW TO RESPOND:

The following information shall be provided in response to this Request for Information:

Section I – Market Research Response Formatting

1. A response to each of the market research questions (see below) in this Request for Information. Each individual response to a question shall not exceed five hundred (500) words per question using 8.5” x 11” pages, 12-pitch font size in Times New Roman, and single-spaced.
2. Companies shall only provide responses to questions where they have direct knowledge and experience to convey to the Government that is pertinent to the specific question.

Section II – Capabilities Statement

1. A brief summary of the company’s capabilities and experience with integrated communications programs, particularly as it relates to new and emerging communications techniques and channels. This summary shall not exceed seven hundred (700) words using 8.5” x 11” pages, 12-pitch font size in Times New Roman, and single-spaced.
2. This summary shall include, but is not limited to, services provided, language capabilities, principal markets, and geographic areas served as they relate to integrated communications programs.

Section III – Business Information

1. Company name, mailing address, and website address
2. Contact person’s name, position, e-mail address, and telephone number

3. Brief description of the company to include:
 - a. Business size (i.e., large, small, SBA certified small disadvantaged, SBA certified 8(a), SBA certified HUB Zone)
 - b. Ownership (i.e., woman-owned, veteran-owned, service disabled veteran-owned)
 - c. DUNS number
 - d. North American Industry Classification System (NAICS) codes
 - e. Federal contract vehicles (e.g., GSA schedules [number and name], Government-wide acquisition contracts (GWACs), agency-specific acquisition contracts)
4. This section shall not exceed two hundred and fifty (250) words using 8.5" x 11" pages, 12-pitch font size in Times New Roman, and single-spaced.

Responses to this Request for Information shall be sent as one (1) attachment (Microsoft Word or Adobe Acrobat formats only) to the Government representatives listed below. That is, responses to the three (3) sections shall be in one (1) document and included as an attachment to the e-mail. The subject line shall read, "Response to RFI for the 2020 Census provided by _____ (enter name of your company.)" No other information other than what is specifically outlined under Sections I, II, and III shall be submitted.

- Cory Harris, Contracting Officer at Cory.Harris@census.gov
- Benjamin Banyasz, Contracting Specialist at Benjamin.Banyasz@census.gov

Responses shall be submitted to the above Government representatives at the indicated e-mail addresses no later than **2:00 p.m. (EDT) on Friday, October 31, 2014**. No late submissions will be reviewed.

MARKET RESEARCH QUESTIONS:

Technological Changes and New Media

1. The communications industry has changed and continues to change dramatically as new technologies become available and more widely used. How has the communications industry evolved since the 2010 Census? What changes do you envision for the next five years?
2. With respect to targeted advertising, what are the capabilities available now in the industry to advertise via digital advertising? In terms of micro-targeting, what population segments (e.g., race, income, lifestyles) can you advertise to using digital advertising? How accurate can you be in targeting specific geographic areas with digital advertising using micro-targeting?
3. With respect to targeted advertising, what are the capabilities available now in the industry to advertise via cable television advertising? In terms of micro-targeting, what population segments (e.g., race, income, lifestyles) can you advertise to using cable television? How accurate can you be in targeting specific geographic areas with cable television using micro-targeting?

4. What are the capabilities now in the industry to advertise and optimize ads/content for multiple devices such as desktops, tablets, smartphones, and others?
5. What are your thoughts on how social media marketing can help to achieve communications objectives in the integrated communications program?
6. What communications strategies would you use to maximize Internet response to the 2020 Census?
7. What best practices and recommendations do you have for recruitment advertising given new technologies and emerging communications channels available in the industry?
8. How might the U.S. Census Bureau better integrate its national marketing efforts (e.g., advertising, partnership, e-mail, texting, and social media) with local outreach and partnership efforts (e.g., briefings, events, faith-based initiatives, etc.)?

Traditional Forms of Communications

9. What role do you see traditional media, such as television, radio, print, and out-of-home, playing in the integrated communications program for the 2020 Census?
10. What other traditional communications tools and channels, other than advertising, can productively contribute to a project of this size, scope, and complexity?

Audience Segmentation and Reaching Diverse Audiences

11. Proper segmentation is the key for reaching audiences in an efficient, effective way. How do you recommend developing an audience segmentation model, combining behavioral and other attributes, and conducting audience research that can be applied to planning and implementing the 2020 Census Integrated Communications Program? How far in advance should the segmentation model be developed before program implementation?
12. What are the best ways to reach diverse audiences and racial and ethnic groups (native and non-native English speakers) including, but not limited to, White; Black; Hispanic; Asian; American Indian and Alaska Native; Native Hawaiian and Other Pacific Islander; and other emerging audiences? Please address new technologies, strategies, and media being used to reach diverse audiences.

Metrics and Analytics

13. What success metrics should be used to measure and evaluate a communications program of this size, scope, and complexity?
14. How might the U.S. Census Bureau consider using operational data (e.g., response rates, customer interactions [call center], etc.) along with advertising performance metrics in real time to adapt its communications activities to maximize return on investment (ROI)?

Acquisition Strategy

15. Developing an effective acquisition strategy is critical to success. What are some suggestions on acquisition strategies that the U.S. Census Bureau can utilize for this project?
16. What is the appropriate, most utilized contract type for a project similar in size, scope, complexity, and magnitude to the 2020 Census Integrated Communications Program? (e.g., fixed price, cost reimbursement, task order type contract, etc.)
17. What are your thoughts on a single versus multiple contract structure for the 2020 Census Integrated Communications Program? Under a multiple contract structure, what is your experience and recommendations on successful integration and management across multiple vendors? Should this be a Government function or should a separate contractor provide integration services?
18. It is essential to involve small businesses in this communications program. Where are small businesses most active within the marketing/advertising industry and how can their expertise be best utilized?
19. What are some incentives or ways (budgetary or non-budgetary) to motivate a contractor to meet or exceed the Government's expectations for a project of this magnitude?

Challenges for the Census

20. What do you see as the top three challenges facing the U.S. Census Bureau in planning and implementing the 2020 Census Integrated Communications Program? Based on your experience, how would you tackle these challenges?

Similar Communications Programs

21. The U.S. Census Bureau is interested in communicating with other clients. Please provide projects your company believes are similar in size, scope, and complexity to the 2020 Census Integrated Communications Program. Provide the name of the client, name of the project, name of the point of contact, and contact information (e-mail address and telephone number.)

POINTS OF CONTACT: The following Government representatives are available to respond to questions only for purposes of clarifying information in this Request for Information. Any questions regarding this Request for Information shall be directed to the e-mail addresses provided below. These individuals shall not be contacted for any other purpose. No information will be accepted or provided by telephone or mail.

- Cory Harris, Contracting Officer at Cory.Harris@census.gov
- Benjamin Banyasz, Contracting Specialist at Benjamin.Banyasz@census.gov

DISCLAIMER: This Request for Information is issued solely for information and planning purposes. It does not constitute a solicitation. In accordance with FAR 15.201 (e), responses to

this notice are not offers and cannot be accepted by the Government to form a binding contract. Respondents are solely responsible for all expenses associated with responding to this Request for Information. Responses to this Request for Information will not be returned. Respondents will not be notified of the results of the review.